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SHOW FILES
File 187:F-D-C Reports 1987-2003/Apr W2
        (c) 2003 F-D-C Reports Inc.
File 194:FBODaily 1982/Dec-2002/Dec
        (c) format only 2003 The Dialog Corp.
File 388:PEDS: Defense Program Summaries 1999/May
        (c) 1999 Forecast Intl/DMS
File 647:CMP  Computer Fulltext 1988-2003/Mar W4
        (c) 2003 CMP Media, LLC
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reviewed

Set	Items	Description
S1	6	((MECHANIC OR TECHNICIAN) (S) (SYMPTOM? OR PREDICT? OR FORECAST?) (S) (CHART OR GRAPH? OR CURVE) (S) (QUESTION? OR QUER-?) (S) (ANSWER? OR RESPONS? OR REPL?)) AND PD<=980724
S2	6	RD (unique items)
S3	0	HOWFILES
?		

>>>No matching display code(s) found in file(s): 180, 187, 494, 623, 634, 637, 660, 696, 709, 726, 742

3/3,AB/1   (Item 1 from file: 180)
DIALOG(R)File 180:Federal Register
(c) 2003 format only The DIALOG Corp. All rts. reserv.

DIALOG Accession Number: 02244442   Supplier Number: 920603701
Air Contaminants
Volume: 57   Issue: 114   Page: 26002
CITATION NUMBER: 57 FR 26002
Date: FRIDAY, JUNE 12, 1992

3/3,AB/2   (Item 2 from file: 180)
DIALOG(R)File 180:Federal Register
(c) 2003 format only The DIALOG Corp. All rts. reserv.

DIALOG Accession Number: 02235834   Supplier Number: 920901143
Occupational Exposure to Cadmium
Volume: 57   Issue: 178   Page: 42102
CITATION NUMBER: 57 FR 42102
Date: MONDAY, SEPTEMBER 14, 1992

3/3,AB/3   (Item 3 from file: 180)
DIALOG(R)File 180:Federal Register
(c) 2003 format only The DIALOG Corp. All rts. reserv.

DIALOG Accession Number: 02224291   Supplier Number: 911202637
Occupational Exposure to Bloodborne Pathogens
Volume: 56   Issue: 235   Page: 64004
CITATION NUMBER: 56 FR 64004
Date: FRIDAY, DECEMBER 6, 1991

3/3,AB/4   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2003 WIPO/Univentio. All rts. reserv.

00412376
COMPUTERIZED MEDICAL DIAGNOSTIC AND TREATMENT ADVICE SYSTEM INCLUDING NETWORK ACCESS
SYSTEME DE CONSEIL MEDICAL INFORMATISE POUR DIAGNOSTIC ET TRAITEMENT, COMPRENANT UN ACCES A UN RESEAU
Patent Applicant/Assignee:
  ILIFF Edwin C,
Inventor(s):
  ILIFF Edwin C,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 9802837 A1 19980122
  Application: WO 97US12162 19970711 (PCT/WO US9712162)
  Priority Application: US 9621614 19960712; US 9621615 19960712
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
  FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN
  MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW
  GH KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI
  FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG
Publication Language: English
Fulltext Word Count: 45072
English Abstract
  A system and method for providing computerized, knowledge-based medical diagnostic and treatment advice. The medical advice is provided to the

general public ● r networks, such as a telepho ● etwork or a computer
network. The invention also includes a stand-alone embodiment that may
utilize occasional connectivity to a central computer by use of a
network, such as the Internet. Two new authoring languages, interactive
voice response and speech recognition are used to enable expert and
general practitioner knowledge to be encoded for access by the public.
"Meta" functions for time-density analysis of a number of factors
regarding the number of medical complaints per unit of time are an
integral part of the system. A re-enter feature monitors the user's
changing condition over time. A sympton severity analysis helps to
respond to the changing conditions. System sensitivity factors may be
changed at a global level or other levels to adjust the system advice as
necessary.

French Abstract
   L'invention a trait a un systeme informatise et un procede de conseil
pour diagnostic et traitement, fonde sur des connaissances medicales. Le
conseil medical est fourni au grand public sur reseau, tel un reseau
telephonique ou informatique. Ladite invention comprend egalement un mode
de realisation autonome pouvant utiliser une connexion occasionnelle a un
ordinateur central au moyen d'un reseau tel Internet. Deux nouveaux
langages auteur, reponse vocale interactive et reconnaissance de la
parole, sont utilises pour permettre le codage de connaissances du
praticien generaliste ou specialise en vue de permettre au public d'y
avoir acces. Des fonctions "meta" destinees a des analyses temps-densite
de facteurs relatifs au nombre de plaintes medicales par unite de temps,
font partie integrante du systeme. Une fonction de relance permet de
surveiller les changements dans le temps de l'etat de l'utilisateur, et
une analyse de gravite des symptomes facilite la reponse aux changements
d'etat. Des facteurs de reactivite du systeme peuvent etre changes sur un
plan global ou sur d'autres plans afin d'ajuster les conseils du systeme
comme il convient.

3/3,AB/5   (Item 1 from file: 696)
DIALOG(R)File 696:DIALOG Telecom. Newsletters
(c) 2003 The Dialog Corp. All rts. reserv.

00500809
 Readers' questions

Satellite Trader
October 1, 1996   DOCUMENT TYPE: NEWSLETTER
PUBLISHER: CABLE SATELLITE AND TV NEWS
LANGUAGE: ENGLISH   WORD COUNT: 520   RECORD TYPE: FULLTEXT
?

00500809
Readers' questions

A

Satellite Trader
October 1,1996   DOCUMENT TYPE: NEWSLETTER
PUBLISHER: CABLE SATELLITE AND TV NEWS
LANGUAGE: ENGLISH   WORD COUNT: 520   RECORD TYPE: FULLTEXT

TEXT:
Q: I have a Mimtec Spirit Excel whose picture rolls across the screen
from bottom left to top right in timer record or sleep mode when it is
warm. The same symptom occurs if the graphics are on the screen when I
change channels.

Michael Hewitt, London

A: This type of fault can usually be traced by using freezer spray.
Unfortunately, I have had very few of these for repair so I suggest you
contact Mimtec direct. They offer a good repair service at reasonable
cost. Mimtec can be contacted on 01506 416262, Fax 01506 415871.
Q: Is it possible to modify the Pace PRD series for Videocrypt 2 (TM)
so as to decode MTV on Eutelsat at 13xE? Ron Brock, Pro-Sat Systems,
Reading

A: Yes it is possible to fit the VC2 chips to this model, although it
would make more sense to fit them to an external SVA1 decoder and leave
the PRD with its original VC1 capability. There is also a combined
VC1/2 conversion module which can be fitted to the PRD but I was
unimpressed by the demonstration. It never seems to know which card it
wants! However, the question may be academic since MTV is ceasing
analogue transmissions from this satellite and, in any case, you would
still need a subscription card.

Q: Is there a 1D conversion for the SRD400 and is there a DIY kit? John
Doe (no address supplied)

A:There is no way to broaden the SRD400 tuning range. You would need a
different microcontroller program and a different tuner to achieve
this. The simple answer is to use a Global ADX Plus.

Q: I read your SRD400 article but can not find C527, CP527 or DP505 on
the board or circuit diagram.

M. Stuart, Telesat North West

A: You don't really say what the problem is. CP527 was not fitted to
early SRD400s. Slightly later receivers had the capacitor soldered
beneath the board. Look for the capacitor if the SRD400 works with one
LNB but not with another, as described in the article – especially if
there is a whistling noise from the television speaker when the SRD400
test bars are switched on. If you simply have no LNB voltage, measure
the top fuse and measure the 6R8 resistor RP508.

More of this in the next issue. Meanwhile, if you have any questions,
Martin Pickering can be contacted via e-mail at 21c@pearson-pro.com.
You can fax to 0171 896 2749, but replies can only be given to
questions sent by e-mail. We cannot enter into any correspondence on
individual queries nor provide an instant-service. A selection of

questions will be █inted every month. Be sure to █lude your own name, company name, location, make/model number, fault history and a brief description of the fault symptoms.

COMPANY NAME(S): Pro Sat Systems
?

S ((MECHANIC·OR T⬤NICIAN) (S) (SYMPTOM? OR PRED⬤? OR FORECAST?) (S) (CHART OR GRA
WER? OR RESPONS? OR REPL?)) AND PD<=980724

Your SELECT statement is:
    S ((MECHANIC OR TECHNICIAN) (S) (SYMPTOM? OR PREDICT? OR FORECAST?) (S)
(CHART OR GRAPH? OR CURVE·) (S) (QUESTION? OR QUER?) (S) (ANSWER? OR
RESPONS? OR REPL?)) AND PD<=980724

reviewed

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         Items   File
         -----   ----
Examined  50 files
          1    187: F-D-C Reports_1987-2003/Apr W2
>>>File 194 processing for PD=  : PD=980724
>>>File 194:     started at PD=820913 stopped at PD=900601
          2    194: FBODaily_1982/Dec-2002/Dec
          2    388: PEDS: Defense Program Summaries_1999/May
Examined 100 files
Examined 150 files
Examined 200 files
Examined 250 files
          1    647: CMP  Computer Fulltext_1988-2003/Mar W4
Examined 300 files
Examined 350 files

    4 files have one or more items; file list includes 357 files.
    One or more terms were invalid in 191 files.

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T S2/3,AB/1-6
>>>No matching display code(s) found in file(s): 187, 388

2/3,AB/1   (Item 1 from file: 187)
DIALOG(R)File 187:F-D-C Reports
(c) 2003 F-D-C Reports Inc. All rts. reserv.

  00122985 F-D-C Accession Number 05030190005
  The Tan Sheet
  May 8, 1995
  Volume 3, Issue 19

  **Vicks VapoRub clinicals do not support efficacy for nasal decongestion,
  FDA decides.**

2/3,AB/2   (Item 1 from file: 194)
DIALOG(R)File 194:FBODaily
(c) format only 2003 The Dialog Corp. All rts. reserv.

0284748
ENGINEERING SERVICES FOR OIL SPILL FREQUENCY AND FATE ANALYSIS-
The architect-engineer (A-E) will prepare a worst case oil spill frequency
and fate analysis that will be used in evaluating the environmental effects
of constructing a proposed multi-purpose onshore deepwater port at
Galveston, TX-Results will be included in a supplement to the final
environment impact statement for the proposed project-Engineering services
required by the A-E will include: (1) Frequency analysis-review existing
oil spill probability forecasting methodology and select ''worst case
approach'' to oil spill analysis; determine historical spills; determine
worst case spill frequency and probability for with and without project
conditions-(2) Fate analysis-utilize an oil spill model (calibrated to
Galveston Bay) to simulate worst case oil spills under varying winds,
tides, seasons, and locations; compare worst-case spills for with and
without project conditions; present data graphically at various time
intervals; compute maximum length of shoreline and ultimate area of
Galveston Bay area that would be covered by oil during each event; (3)
report-prepare a technical report-Work does not include preparation of an
environmental impact assessment of worst case oil spill analysis-The
required A-E services will be obtained under a negotiated fixed price
contract-Anticipated contract award: July 1983 with a draft report
submitted in approx 3 months-Suggested technical capacity: Engineer (civil,
hydraulic, hydrological or coastal): Modeler/computer programmer;
oceanographer: engineer technician; and draftsperson-Evaluation factors in
descending order of importance are: (1) Professional qualifications and
previous experience of the project team in oil spill modeling and analysis,
especially as related to coastal system; (2) capacity of the firm to
accomplish the work in the required time; (3) past experience, if any, of
the firm with respect to performance on Department of Defense contracts;
and (4) location of the firm in the general geographical area of the
project, provided that there is an appropriate number of qualified firms in
the area for consideration-Interested firms which meet the requirements
described must submit a completed U.S. Government Standard Form 254,
architect-engineer and related services questionnaire, and a completed U.S.
Government Standard Form 255, Architect-Engineer and Related Services
Questionnaire for Specific Project, to the office shown above. Firms having
a current (updated within the past year) SF 254 on file with this office
must submit only a completed SF 255 and a completed SF 254 for each
subcontractor and/or consultant. Response to this synopsis must be received
in this office not later than 14 calendar days from the date of this issue
in order to be considered for selection. Firms desiring consideration shall
submit appropriate data-This is not a request for proposal-See notes 62 and
65. (132)
SPONSOR: Corps of Engineers, Galveston District, 400 Barracuda, PO Box

1229, ⬤veston, TX 77553, Attn: Ja⬤ Benham, A-E Contract
Coordinator, 409/766-3175

2/3,AB/3 **(Item 2 from file: 194)**

0275396
ENGINEERING SERVICES FOR OIL SPILL FREQUENCY AND FATE ANALYSIS-DACW64-83-Q-0059-
The architect-engineer will prepare a worst case oil spill frequency and
fate analysis that will be used in evaluating the environmental effects of
constructing a proposed multi-purpose onshore deepwater port at Galveston,
TX-Results will be included in a supplement to the final environmental
impact statement for the proposed project-Engineering Services required by
the A-E will include: (1) Frequency analysis-review existing oil spill
probability forecasting methodology and select ''worst case approach'' to
oil spill analysis; determine historical spills; determine worst case spill
frequency and probability for with and without project conditions-(2) Fate
analysis-utilize and oil spill model (calibrated to Galveston Bay) to
simulate worst case oil spills under varying winds, tides, seasons, and
locations; compare worst-case spills for with and without project
conditions; present data graphically at various time intervals; compute max
length of shoreline and ultimate area of Galveston Bay area that would be
covered by oil during each event; (3) Report-prepare a technical
report-Work does not include preparation of an environmental impact
assessment of worst case oil spill analysis-The required A-E services will
be obtained under a negotiated fixed price contract-Anticipated contract
award; July 1983 with a draft report submitted in approx 3 months-Suggested
technical capability; engineer (civil, hydraulic, hydrological or coastal):
modeler/computer programmer; oceanographer; engineer technician; and
draftsperson-Evaluation factors in descending order of importance are: (1)
Professional qualifications and previous experience of the project team in
oil spill modeling and analysis, expecially as related to coastal system;
(2) capacity of the firm to accomplish the work in the required time; (3)
past experience, if any, of the firm with respect to performance on DOD
contracts; and (4) location of the firm in the general geographical area of
the project, provided that there is an appropriate number of qualified
firms in the area for consideration-Interested firms which meet the
requirements described must submit a completed U.S. Government SF 254,
Architect-Engineer and Related Services Questionnaire, and a completed U.S.
Government SF 255, Architect-Engineer and Related Services Questionnaire
for Specific Project, to the office shown above. Firms having a current
(updated within the past year) SF 254 on file with this office must submit
only a completed SF 255 and a completed SF 254 for each subcontractor
and/or consultant. Response to this synopsis due 14 calendar days from the
date of this issue in order to be considered for selection. Firms desiring
consideration shall submit appropriate data-This is not a RFP. See notes 62
and 65. (122)
SPONSOR: Department of the Army Galveston District, Corps of Engineers, PO
          Box 1229, Galveston, TX 77553 Attn: Purchasing & Supply Control
          Branch 409/766-3854

2/3,AB/4 **(Item 1 from file: 388)**

0000235

PERSONNEL,TRAINING & SIMULATION

Binder: PROGRAM ELEMENT DESCRIPTIVE SUMMARY - FY1989
Service: Air Force
Pub. Date: September 22,1988
Source: Forecast International/DMS
Language: ENGLISH
Word Count: 3641
Pgm.Element: 0602205F

Country: UNITED STATES
Industry: AEROSPACE AND DEFENSE
Binder Code: PEDS1989

2/3,AB/5   **(Item 2 from file: 388)**
DIALOG(R)File 388:PEDS: Defense Program Summaries
(c) 1999 Forecast Intl/DMS. All rts. reserv.

00000228

DEFENSE RESEARCH SCIENCES

Binder: PROGRAM ELEMENT DESCRIPTIVE SUMMARY - FY1989
Service: Air Force
Pub. Date: September 22,1988
Source: Forecast International/DMS
Language: ENGLISH
Word Count: 10606
Pgm.Element: 0601102F

Country: UNITED STATES
Industry: AEROSPACE AND DEFENSE
Binder Code: PEDS1989

2/3,AB/6   **(Item 1 from file: 647)**
DIALOG(R)File 647:CMP Computer Fulltext
(c) 2003 CMP Media, LLC. All rts. reserv.

01020531   CMP ACCESSION NUMBER: VAR19940515S0246
TIP - 1 - CHECK THE FORECAST Although the market you have your eye on may
look ripe f...
VARBUSINESS, 1994, n 1007, 72ab
PUBLICATION DATE: 940515
JOURNAL CODE: VAR   LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Success Tips
TEXT:
    1 - CHECK THE FORECAST Although the market you have your eye on may
look ripe for picking, don't rely on surface appearances. Canvass the
market for indications of the long-term forecast. Groupware, for example,
is inviting right now. Users are giving the technology serious
consideration, and analysts expect the U.S. market to quadruple by 1997.
However, look more closely. There's much debate over the definition of
groupware. So while customers are interested in it, they are slow to make
purchases. In other markets the considerations are different. Take
CAD/CAM. It's a mature market with qualified products, but it may require
you to work harder for sales because CAD/CAM users are committed to their
tried-and-true systems. They won't be enthusiastic about your solution
unless it offers a new dimension. Also consider how much a new technology
will require you to invest. Along with costs per unit, you must account
for the ancillary costs that go with implementing new products:
customization, shipment and phone support. Although your clients will pay
for these services, you'll have to pay someone to provide them. Then there

are the purchasi●costs. To help minimize your i●ial outlay, start by
ordering a modest number of products until the demand is steady. Often ,
new products are very expensive when first released. If the price tag on
your technology is a little too big for your budget, wait a while. Prices
are bound to go down. Another option to help defray some of the up-front
costs, is to pay over time. That way you can get some money coming in
before you have to make full payment. TIP 2 - COME PREPARED What makes
most technologies profitable for VARs is the support and service
opportunities that are built-in to them. Network management and ATM
(asynchronous transfer mode) are two examples of markets that require a
great deal of support. Network management is labor intensive and highly
technical. ATM is fast emerging but doesn't yet have an established pool
of industry players or rules. Consequently, users will pay dearly for VARs
to do some hand holding to get them over the learning curve. If you're
going to cash in on lucrative support and service opportunities, your
technical department must be equipped to handle customer demands. If your
team doesn't already include at least one technician who is well
acquainted with the technology you're planning to introduce to your
company, stop and consider your options. You can go ahead and stock up on
new products and hope for the best when your clients encounter the
inevitable system's glitches. Or, you can be proactive and prepare for the
storm before it hits. Bringing your technical staff up to speed on a new
technology will cost you. You will either have to hire new employees or
pay to have existing ones trained. Find out how much training courses
typically cost and compare that to what it would cost you to hire a new
employee. If you need additional technical support but can't afford
another full-time salary, hire part-time or per diem help. As your
strategic technology gains momentum, plan to hire additional technicians
to support your growing customer base. You don't want to risk losing
clients because you don't have enough support to go around. TIP 3 - IF YOU
BUILD IT, WILL THEY COME? Unfortunately, there's no way to measure how
your customers will respond to the new member in your solutions family. No
matter how loyal your clients may be, you can't assume that they will
automatically share your enthusiasm. Rather than guess at which of your
customers will or will not follow your advice, take a more scientific
approach. Consult with vendors in the market to find out whether customers
are planning to buy and how soon. Vendors pay big money to track consumer
interest in a product before it reaches the market. Their research
pinpoints which demographic groups are planning to make purchases, how
much money they will spend, over what period of time and from whom they
plan to purchase. All of this information will tell you how profitable the
market will be for you. If consumers are planning to spend $15 billion on
imaging systems and software by 1996, but the bulk of those sales are
going to be made through the direct channel, that's bad news for you.
Also, you should have a fair number of solid prospects among your customer
base before you take on a new product. A careful assessment of your
clients' systems and buying histories will tell you whether you have any
candidates. If your customer base consists of Fortune 1000 companies and
you're considering multimedia, you will likely find some takers among the
bunch. Conversely, small insurance agencies won't be able to cost- justify
that type of system. For a more definitive profile, have a few of your
salespeople poll your customers on their spending plans. Or invest a few
hundred dollars to have a market research firm do it for you. TIP 4
-EXPECT LONG, LEAN SALES CYCLES Even if you've checked all the industry
reports and your prospective new market is expected to grow like wildfire,
don't assume your business will do the same the moment you get the new
products on your menu. It's going to take some time for you to get off the
ground. Customers are generally skeptical of anything new. Even if the
technology you're adopting isn't brand new to the industry, it will be new
to your company and your clients. That means you'll have to win their
confidence, and while you're doing that your sales cycle may stretch far
longer than you'd like. In addition, while you're spending much money and
time on nurturing the new market, you'll have to work harder than usual to
make your previous operations profitable. If you've already been working
13-hour days six days a week and half as long on Sundays, give pause to

what life will be like with twice the work and half the money. Don't take on more than you can handle. Consider what methods you can employ to supplement your profits. This may be the perfect time to construct a formal price strategy for the services you occasionally give away. You can also try generating new sales through your old accounts. Contact the people who may need upgrades. Every bit of income will help pull you through the ramp-up period. In the end, be honest about your financial stability. If your organization can't support a product that won't generate sales for six months, hold off on the investment. In a couple of months, your audience may be more receptive to the technology. That will shorten the sales cycle and give you a quicker return on your money. TIP 5 - DON'T GO IT ALONE The last point to check in your evaluation is support: how much your customers will need , how much you'll need and how much is available. Your customers will rely on you to provide everything their new technology requires, from high-speed scanners for their imaging package or modems for their mobile computers. You have to anticipate what your customers will expect. If you aren't qualified to provide those things, make sure your vendor's support will allow you to provide them indirectly. Don't underestimate the importance of a reliable vendor. You may be able to resolve most issues on your own, but when the occasional problem is too much for you to handle, you should be able to turn to your vendor. Obviously, certain customer demands will be easier to fulfill than others. For example, e-mail customers aren't likely to come up with questions or problems you can't handle. However, consider what could happen if you're selling something like multiprocessing systems. How will your customers react when your error causes their system to crash and purge a year's worth of data? You shouldn't have to face that alone. When in doubt, get your vendor's help. Check around to find out which vendors offer reliable technical, marketing and sales support. Also look into what training or certification is necessary. Your vendor should offer courses to educate you on their new technologies. The same applies with certification. If your vendor doesn't provide training, then they should be able to tell you who does. Many vendors even pay for part of your training or let you use co-op dollars to pay for it. TIP 1 - GET PERSONAL When you're selling something as ubiquitous as e-mail you probably won't have much trouble closing sales. However, when you're selling systems that cost many thousands of dollars, are somewhat esoteric and significantly affect the way customers conduct business, you have to do more than get them to want the product. You have to prove they need it. The only way you can do that is through an on-site needs analysis. You're not going to convince your clients they need your product with vague details. Remember, you're asking them to spend a lot of money. They don't want to hear about what your system did for Company B in Baltimore. They want to see proof of what it will do for them. If you have the chance to create a full-blown prototype of the new system, then do it. Customers like to sample products before buying. The more accurate the prototype, the more convincing your presentation will be. Clearly, you won't be able to construct a complete model for certain types of systems. It would cost too much money. Instead, take the demo process as far as is feasible, then offer such vivid details on the missing elements that they come alive in the mind's eye of your customer. To be sure you give your clients the personal attention they deserve, treat them the way you'd want to be treated. You don't want to hear canned sales pitches that don't reflect your needs. Neither do your customers. Assess each account individually. It will help you win your client's trust and that's a perfect beginning for a VAR-client relationship. TIP 2 - PERSUADE THEM WITH DOLLARS AND SENSE VARs that have been in business for any length of time have undoubtedly run into customers who resist change. No matter how much speed your package adds to their factory, or how much paper shuffling will be eliminated, the only thing that motivates them is money. "How much money will this system save me?" They want to know what their return on investment will be. It's a fair question, so be prepared to answer it. After you've conducted a thorough needs analysis, you'll have the information you need to justify the cost of your solution. Start with the basics: Employee productivity will be greatly increased by a more efficient system. Whether your client

owns a McDonald's franchise or a multimillion dollar accounting firm, increased employee productivity translates to bigger profits. Offer figures outlining pre-installation and post-installation productivity levels. Prospects will find such concrete figures impossible to ignore. Even CAD/CAM users, who are tough to uproot, will take notice if you can show them how to crank out more designs with fewer people. But don't be surprised if your client says, "I don't believe you can do it." After using an older system for so long customers have a hard time imagining working any other way. You may have to illustrate the new information flow on paper so your customer can see which steps will be condensed or eliminated. Another thing that scores big points, particularly with high-level executives, is the increased quality control a system provides. Tell them how easy it will be to access data to make last minute changes. When work is consistently accurate, that saves money that would otherwise be spent fixing errors. TIP 3 - SEEING IS BELIEVING If you're like most VARs, you have a list of clients you can call anytime for glowing testimonials. If you don't, you should. It's a prudent business strategy. And it will benefit you when you're trying to convince skeptical customers that you and your products can do exactly what you've promised. When a prospect is considering a major investment there's one overriding concern: How do I know the product will perform as promised? Seeing an actual system running live is more encouraging than watching a demo system process make-believe data. That's like going to a Kawasaki dealer to inquire about a Ninja ZX-10 and the salesperson hands you a stat sheet with facts and pictures. You're not going to make a decision until you can pop the throttle and see for yourself whether the bike goes from 0 to 100 mph in six seconds. Your prospects want to test drive their systems, too. Take them to see an installed system. If you're just starting out in the business and don't have clients with completed systems, ask your vendor about visiting other accounts. However, if the end user you're going to visit isn't your client, pay a visit alone first to familiarize yourself with the system. You'll ruin the sale if you seem the least bit unsure of what you're doing. When you're ready for your prospect to take the driver's seat, have her execute a few of the more impressive features. Show her the dramatic improvement document imaging provides over a manual records system. If the test drive lives up to your promises, you'll be in a prime position to close the sale. TIP 4 - SAY IT IN A SEMINAR Although seminar selling isn't one of the most commonly used sales tools among VARs, it is ideal for selling new products. Seminars let you present yourself as an expert, which is important when you are introducing a new product or technology. Your customers need to feel you're in control. Seminars also maximize your sales potential by allowing you to meet with many prospects at once. When you've got the crowd's attention, pull them into your presentation by asking why they came. Have them describe their companies and how your technology can help them. Without the pressure of a one-on-one consultation, your guests will be helping you to qualify leads. When you have completed your presentation, zero in on the guests who asked the most questions. Ask more about their concerns. Before the event is over, schedule appointments for systems evaluations. But before you book your seminar, be advised: A lot of work goes into planning one. Most of your efforts will be on the front end, qualifying your guest list. You have to qualify and invite twice as many guests as you want to have. That way if you only get a modest showing, it won't be a waste of time. Many VARs pass on seminar selling because they can't afford it. Seminars can cost a few thousand dollars depending on how lavish they are. You can have wine at the Hyatt Hotel or you can hand out key chains in your office building's conference room. Some VARs cut costs by working with other resellers and vendors. In either case it's great exposure. And if you get a lead that earns you a sale, it's worth the investment. TIP /headline 5 - THE PRICING GAME Before you begin selling a new technology, it's important to devise a price matrix that provides suitable compensation. Ordinarily you might look at your competitors to see what they are charging, but selling new technology will require you to spend a lot of money up front on R&D and possibly training. You have to make sure your price structure will allow you to recoup your investment. Your new product will also carry

a number of varia▮ expenses like shipping costs▮ ▮th from your supplier
to you and from you to your client. The money you spend on extra staffing
also has to be factored in, as do travel and miscellaneous expenses. You
must also consider less predictable expenses like the cost of having your
new product shipped back to you when it malfunctions. After you've
tabulated the sum of your R&D investment, your fixed expenses and a
generous estimate of your variable expenses for each package sold, you can
determine how much money you need to break even and how much more will
turn a profit. If you have to set your prices higher than average to make
a profit, do so. It may be tough to justify why your prices are higher
than your competitors', especially since you're the new kid on the block.
Rather than lowering your prices, offer your customers purchase
incentives. Give away inexpensive software or add- on peripherals that
complement your package. Although freesupport is fairly common, don't set
the wrong precedent by giving yours away. While you're riding the learning
curve in your new market, you'll be able to count on that money to keep
you in the game. .END
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